

Table 1

one south REALTY GROUP	Who can use the database?	How is accuracy of the database enforced?	Where do they get their listing info?	What FOR SALE information does the site contain?	What SOLD information does the site contain?	What is the time lag for new listings?	Automated Valuations?	In what order are results displayed?	Search engine sophistication level?	How good is the mobile version?
The Multiple Listing Service (MLS)	Realtors and their clients via private permission-based access, but not the general public	Accuracy is enforced by a 50 page set of rules that contain fines, suspension and loss of license for transgressions.	Mandatory for Realtors to place listings into MLS	All properties for sale listed by Realtors	All of it and it is the best data by far.	Real time.	No AVM's, but multiple tools to help accurately value properties.	Without bias	Extremely sophisticated	Not bad, but since it is not a public database, it doesn't really matter
Zillow and Trulia (Trulia is owned by Zillow)	Everyone	Little enforcement but I would suspect suspension of account for multiple egregious violations	Complex answer ... but they do not have a direct feed from MLS like IDX and realtor.com do. Many brokerages DO, however, elect to send their listings directly to Z/T	Most of the properties for sale by Realtors plus some FSBO.	Pulls sold data from tax records. Tax records lag and are far less accurate with fewer fields to use for comparison	Hours to days	Yes. Accuracy rates are generally +/-5% in suburban markets and +/-10-15% in rural and urban markets	Paid results meaning that agents and builders can manipulate ordering	Pretty basic search but good mapping functions.	Excellent
realtor.com	Everyone	Little enforcement but I would suspect suspension of account for multiple egregious violations	They receive more or less a direct feed from MLS.	All properties for sale by Realtors	Pulled from both MLS and from tax records.	Hours to days	Yes. Accuracy rates are generally +/-5% in suburban markets and +/-10-15% in rural and urban markets	Paid results meaning that agents and builders can manipulate ordering	Pretty basic search but good mapping functions.	Excellent
IDX/Broker Sites	Everyone	Fines, suspension and loss of license	A direct feed from MLS	All properties for sale by Realtors	Not yet.	Hours	Some do and some do not	Listing Broker's listings will typically display first	Good	Depends on the broker's website.
Tax Records (aka Public Records)	Everyone, but Realtors have an online version that is far more sophisticated than the public version	Fairly accurately. Often times the physical characteristics of a property are inaccurate	All existing properties have a record at the courthouse in the county or city where the property is located	None	All sales are recorded when sold with the computer systems updated periodically	No listing information	Tax assessments tend to be within 10% or so of actual value	Without bias	Decent	Poor.
Craigslist	Everyone	none, whatsoever	Sourced by the public	Whatever the public places there	None	Doesn't Apply	Nope	Who knows	Terrible	Medium
FSBO.com	Everyone	none, whatsoever	Sourced by the public	Whatever the public places there	None	Unknown	Nope	Who knows	Average	Medium
This chart was created by Rick Jarvis of the One South Realty Group. The opinions expressed do not necessarily reflect the opinions of One South Realty Group or its affiliates.										